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**DESTINATION SERVICE QUALITY, TOURIST
SATISFACTION, TOURIST PERCEIVED VALUE AND
TOURIST BEHAVIOURAL INTENTION AT KUALA
TAHAN NATIONAL PARK, MALAYSIA**

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ABDUL HALIM**

**DESTINATION SERVICE QUALITY, TOURIST SATISFACTION, TOURIST
PERCEIVED VALUE AND TOURIST BEHAVIOURAL INTENTION AT KUALA
TAHAN NATIONAL PARK, MALAYSIA**



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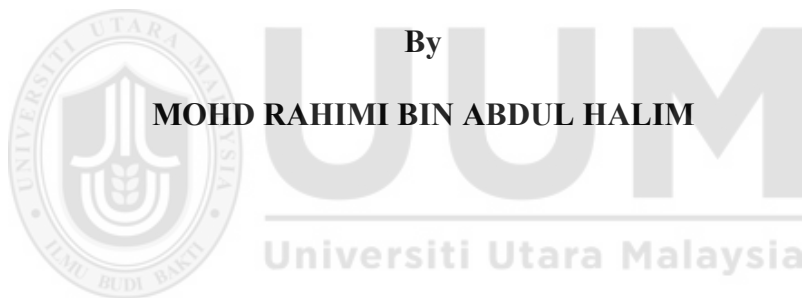
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OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
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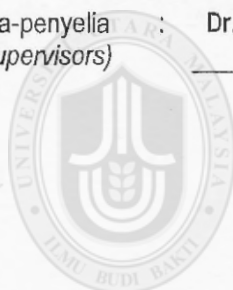
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ABSTRACT

Tourist behavioural intention research is a vital perspective in nature-based tourism destination that requires continuous efforts to identify factors that bring tourists back to destinations. Every destination has different features and characters to be offered for travellers to experience the uniqueness of destinations to meet the needs and purpose of their visit. The lessening number of tourist arrival for the recent years to Taman Negara Kuala Tahan has giving impact towards local economic and affect various stakeholders operating their business at the destination. Therefore, the Stimulus Organism Response (SOR) theory is used to examine the relationship between destination service quality, tourist satisfaction, tourist perceived value and tourist behavioural intention in Taman Negara Kuala Tahan, Malaysia. This study applied a purposive sampling method and 350 respondents involved in this study. Structural Equation Modeling (SEM) with Partial Least Square (PLS) version 3.2.7 through second-order factor has been used to test the relationship and effect between the variables in this study. The findings found that the destination quality services have a positive relationship with the tourist satisfaction, tourist perceived value and negative relationship with the tourist behavioural intention. Tourist satisfaction as a mediating factor was found positive between destination service quality and tourist behavioural intention and the tourist perceived value as a moderating factor was found negative destination service quality and tourist behavioural intention. The results also show that the level of destination service quality, tourist satisfaction, tourist perceived value and the level of tourist behavioural intentions is high towards the destination. Based on the illustration of the compatibility of PLS 3.2.7 statistical analysis, the research findings provide useful information to understand more about the quality research of services in nature tourism that focus on the context of Taman Negara Malaysia. These findings also provide guidelines for tour operators, stakeholders and local authorities to manage the destinations from tourist perspectives to improve the level of service delivery in the destination.

Keywords: Destination service quality, tourist satisfaction, tourist perceived value, tourist behavioural intention and nature-based tourism destination.

ABSTRAK

Kajian niat tingkah laku pelancong adalah perspektif penting dalam destinasi pelancongan berasaskan alam semulajadi yang memerlukan usaha berterusan untuk mengenal pasti faktor-faktor yang membawa pelancong kembali ke destinasi. Setiap destinasi mempunyai ciri dan karakter yang berbeza untuk ditawarkan kepada pelancong untuk mengalami keunikan destinasi bagi memenuhi keperluan dan tujuan kunjungan mereka. Jumlah pelancong yang semakin berkurang untuk tahun-tahun kebelakangan ini ke Taman Negara Kuala Tahan telah memberi kesan kepada ekonomi tempatan dan menjejaskan pelbagai pihak berkepentingan yang menjalankan perniagaan mereka di destinasi. Oleh itu, teori “Stimulus Organism Response” (SOR) telah digunakan untuk mengkaji hubungan antara kualiti perkhidmatan destinasi, kepuasan pelancong, nilai dilihat pelancong dan niat tingkah laku pelancong di Taman Negara Kuala Tahan, Malaysia. Kajian ini menggunakan kaedah pensampelan bertujuan dan 350 responden yang terlibat dalam kajian ini. Model Persamaan Struktural (SEM) dengan versi Partial Least Square (PLS) 3.2.7 melalui pemfaktoran kedua telah digunakan untuk menguji hubungan dan kesan antara pembolehubah dalam kajian ini. Penemuan mendapati bahawa perkhidmatan kualiti destinasi mempunyai hubungan positif dengan kepuasan pelancong, nilai yang dilihat pelancong dan hubungan negatif dengan niat tingkah laku pelancong. Kepuasan pelancong sebagai faktor pengantara didapati positif antara kualiti perkhidmatan destinasi dan niat tingkah laku pelancong dan nilai yang dilihat pelancong sebagai faktor penyederhana didapati negatif antara kualiti perkhidmatan destinasi dan niat tingkah laku pelancong. Hasilnya juga menunjukkan bahawa tahap kualiti perkhidmatan destinasi, kepuasan pelancong, nilai dilihat pelancong dan tahap niat tingkah laku pelancong adalah tinggi ke arah destinasi. Berdasarkan ilustrasi analisis keserasian PLS 3.2.7 statistik, penemuan kajian memberikan maklumat yang berguna untuk memahami lebih lanjut tentang penyelidikan kualiti perkhidmatan dalam pelancongan luar bandar yang memberi tumpuan kepada konteks Taman Negara Malaysia. Penemuan ini juga memberi garis panduan kepada pengusaha pelancongan, pihak berkepentingan dan pihak berkuasa tempatan untuk menguruskan destinasi dari perspektif pelancong untuk meningkatkan tahap penyampaian perkhidmatan di destinasi.

Kata Kunci: Kualiti perkhidmatan destinasi, kepuasan pelancong, nilai pelancong yang dilihat, niat tingkahlaku pelancong dan pelancongan berasaskan alam semulajadi.

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LIST OF ABBREVIATIONS

AVE	Average Variance Explained
CA	Cronbach Alpha
CR	Composite Reliability
CB SEM	Covariance Base Structural Equation Modelling
CMV	Common Method Variance
DSQ	Destination Service Quality
EM	Expected Maximization
HTMT	Heterotrait-Monotrait Ratio
KTNP	Kuala Tahan National Park
PLS	Partial Least Square
SEM	Structural Equation Modelling
SPSS	Statistical Package for Social Science
TBI	Tourist Behavioural Intention
TPV	Tourist Perceived Value
TS	Tourist Satisfaction
UNWTO	United Nation World Tourism Organization
VB SEM	Variance Base Structural Equation Modelling

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Currently, the tourism industry is considered as one of the fastest-growing sectors within a nation's economy. This industry significantly contributes to the nation's economic development and strengthening the investments in that country that lead to direct benefits and advantages to the communities (Mohamad, 2019; Osman & Sentosa, 2013). With the advancement of technology, many changes have taken place in the tourism industry. Among them are the use of the internet to make direct bookings, purchase of online tickets and availability of websites that promote accommodation and tourist spots. These have encouraged more tourists to travel more. This has created stiff competition among destination service providers to attract the targeted market to visit and experience the activities in promoting the destinations. Besides, with an increase in demands on destinations, service providers have to enhance the quality of services that they provide through varying the types of tour packages, sales promotion and sales and service features to meet tourists' needs (Reisinger, Michael, & Hayes, 2019).

It is significant that tourists keep on visiting popular or new destinations throughout the year in order to ensure the sustainability of business operation as well as to generate income for the surrounding community (Sætórsdóttir & Hall, 2019). In the context of nature destination, there is a growing number of tourists who are interested in

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RESEARCH QUESTIONNAIRE

Thank you for your participation in completing this survey regarding the Rural Tourism Destination Service Quality in Kuala Tahan National Park, Malaysia. Your responses will be kept strictly confidential for academic purposes only. Your respond is highly important for this research. Thank you.

Please circle the numbers below to rate your answer.

1	Very dissatisfied	2	dissatisfied	3	neutral	4	satisfied	5	Very satisfied
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Section 1: Destination Service Quality

NO	CODING	DIMENSION	SCALES				
Accommodation							
1	ACC1	Cleanliness of accommodation	1	2	3	4	5
2	ACC2	Quality of food at accommodation	1	2	3	4	5
3	ACC3	Speed of check in and check out	1	2	3	4	5
4	ACC4	Security of rooms	1	2	3	4	5
5	ACC5	Attitude of accommodation staff	1	2	3	4	5
6	ACC6	Level of accommodation service	1	2	3	4	5
Hospitality							
7	H1	Courtesy of local people	1	2	3	4	5
8	H2	Trustworthiness of accommodation staff	1	2	3	4	5
9	H3	Trustworthiness of local people	1	2	3	4	5
10	H4	Responsiveness of accommodation staff to solve complaints	1	2	3	4	5
11	H5	Responsiveness of local people	1	2	3	4	5
12	H6	Attitude of local people towards female tourists	1	2	3	4	5
13	H7	Attitude of park front counter staff	1	2	3	4	5
14	H8	Ease of communicating with people in a language that both you and the local are comfortable with (e.g. English)	1	2	3	4	5
Food							
15	F1	Taste of local food served at your accommodation	1	2	3	4	5
16	F2	Taste of local food served at restaurants outside your accommodation	1	2	3	4	5
17	F3	Availability of food (that you would prefer to eat) at your accommodation	1	2	3	4	5
18	F4	Availability of food (that you would prefer to eat) at restaurants outside your accommodation	1	2	3	4	5
Local transport & Logistic							
19	LT1	Frequency of local transport	1	2	3	4	5
20	LT2	Network (accessibility) of local transport	1	2	3	4	5
21	LT3	Comfort of local transport service	1	2	3	4	5
22	LT4	Attitude of local drivers	1	2	3	4	5
23	LT5	Accessibility tourist spots	1	2	3	4	5
24	LT6	Condition of infrastructures at the tourist spots	1	2	3	4	5
25	LT7	Condition of infrastructure on the way to tourist spots	1	2	3	4	5
26	LT8	Possible disturbance by traffic congestion	1	2	3	4	5

Amenities							
27	A1	WIFI connectivity at the place of stay	1	2	3	4	5
28	A2	Internet connectivity	1	2	3	4	5
29	A3	Telecom connectivity at the destination	1	2	3	4	5
30	A4	Telecom connectivity while travelling	1	2	3	4	5
31	A5	Access to medical help in case of emergencies	1	2	3	4	5
32	A6	Access to Automated Teller Machine (ATM)	1	2	3	4	5
33	A7	Availability of public toilet	1	2	3	4	5
34	A8	Availability of tourist information at accommodation	1	2	3	4	5
35	A9	Availability of tourist information at the visited destination	1	2	3	4	5

Hygiene & Cleanliness							
36	HY1	Cleanliness and hygiene at tourist spot/places of visit	1	2	3	4	5
37	HY2	Cleanliness and hygiene of restaurants outside accommodation	1	2	3	4	5
38	HY3	Cleanliness of streets	1	2	3	4	5
39	HY4	Hygiene level of food at restaurant	1	2	3	4	5
40	HY5	Cleanliness of tourist facilities	1	2	3	4	5

Security							
41	S1	Security at the accommodation	1	2	3	4	5
42	S2	Security of local food served at restaurants outside your place of stay	1	2	3	4	5
43	S3	Safety during activities	1	2	3	4	5
44	S4	Safety of public transportation	1	2	3	4	5
45	S5	Safety briefing from the tour operator	1	2	3	4	5

Core Tourism Experience							
46	TE1	Natural beauty	1	2	3	4	5
47	TE2	Climate	1	2	3	4	5
48	TE3	Variety of tourist activities	1	2	3	4	5
49	TE4	Richness of cultural heritage	1	2	3	4	5
50	TE5	Sight-seeing and leisure / recreational facilities at tourist spots	1	2	3	4	5
51	TE6	Scope of cultural exchange with local people	1	2	3	4	5
52	TE7	Closeness to nature	1	2	3	4	5
53	TE8	Scope for excitement (trekking, forest visit, river)	1	2	3	4	5
54	TE9	Opportunity to recreate without interference	1	2	3	4	5
55	TE10	Quiet and peaceful atmosphere	1	2	3	4	5
56	TE11	Ambience for having a relaxed leisure time	1	2	3	4	5

Value for Money							
57	VM1	Price worthiness of tour package	1	2	3	4	5
58	VM2	Price worthiness of accommodation	1	2	3	4	5
59	VM3	Price worthiness of domestic transportation	1	2	3	4	5
60	VM4	Price worthiness of food at restaurants outside your place of stay	1	2	3	4	5
61	VM5	Price worthiness of goods in shops	1	2	3	4	5

Fairness of Price							
62	P1	Fairness cost of accommodation	1	2	3	4	5
63	P2	Fairness cost at tourist spots	1	2	3	4	5
64	P3	Fairness prices of goods in shops	1	2	3	4	5
65	P4	Fairness of public transportation	1	2	3	4	5
66	P5	Fairness price of tour package	1	2	3	4	5

Please circle the numbers below to rate your answer.

1	extremely dissatisfied	2	Mostly dissatisfied	3	Somewhat dissatisfied	4	Neither dissatisfied nor satisfied	5	Somewhat satisfied	6	Mostly satisfied	7	Extremely satisfied
NO		CODING		DIMENSION				SCALES					

Section 2: Tourist Satisfaction

67	TS1	I am very satisfied with this travel experience at Taman Negara	1	2	3	4	5	6	7
68	TS2	This travel experience definitely exceeded my expectations in terms of overall quality and satisfaction	1	2	3	4	5	6	7
69	TS3	In comparison with other similar places I have visited, Taman Negara is much better destination for tourism and leisure	1	2	3	4	5	6	7
70	TS4	My choice to make this travel to Taman Negara was a wise decision	1	2	3	4	5	6	7
71	TS5	This travel experience in Taman Negara was well worth my time and effort	1	2	3	4	5	6	7
72	TS6	Overall satisfaction with service delivery at the destination	1	2	3	4	5	6	7

Section 3: Tourist Perceived Value

73	PV1	Spend the money is worth	1	2	3	4	5	6	7
74	PV2	Spend the time is worth	1	2	3	4	5	6	7
75	PV3	Paid physical the spirit of participation activities is worth	1	2	3	4	5	6	7

Section 4: Behavioural Intention

76	BI1	I will recommend Taman Negara to others	1	2	3	4	5	6	7
77	BI2	I will say something positive about my experience during my visit to Taman Negara	1	2	3	4	5	6	7
78	BI3	I will explore different activities in Taman Negara in the future	1	2	3	4	5	6	7
79	BI4	I will return and revisit Taman Negara in the future	1	2	3	4	5	6	7

Section 5: Tourist Demography

1	Gender	
	Male	
	female	
2	Age	
	18 - 27	
	28 - 37	
	38 - 47	
	48 and above	
3	Tourist Type	
	Domestic tourist	
	International tourist	
4	Education	
	High School	
	Undergraduate	
	Postgraduate	
5	Occupation	
	Student	
	Self employed	
	Government	
	Private firm	
	Others	
6	Source of information	
	website	
	Brochures /pamphlets	
	Friends	
	Books/magazines	
	Travel Agent	
	Previous visit	
7	Mode of transport	
	By bus	
	Car rental / taxis	
	Boat	
	Private transport	
8	Accommodation type	
	Hotel Room	
	Chalet Room	
	Hostel/Dorm	
	Camping	
9	Annual Income	
	Less than 25000	
	25001 - 50000	
	50001 - 75000	
	75001 and above	
10	Travel Associate	
	Alone	
	Partner/friends	
	Family	
11	Length of stay	
	2 days 1 night	
	3 days 2 night	
	4 days and above	
12	Purpose of visit	
	Leisure/Relaxation	
	Business	
	Visiting friends / Relative	
	Others	
13	Visitor Category	
	First time visitor	
	Repeating visitor	
14	Type of tour	
	Full inclusive tour (package)	
	Daily tour (activities only)	
	Independent tour (on my own)	

15 | Activities (tick more than 1)

Bird Watching	<input type="checkbox"/>
Cave exploration	<input type="checkbox"/>
River Rafting	<input type="checkbox"/>
Jungle trekking	<input type="checkbox"/>
Fishing	<input type="checkbox"/>
Rapid shooting	<input type="checkbox"/>
Swimming	<input type="checkbox"/>
Aborigines settlement	<input type="checkbox"/>

16 | Place of Interest (tick more than 1)

Canopy Walkway	<input type="checkbox"/>
Tereseck Hill	<input type="checkbox"/>
Lata Berkoh	<input type="checkbox"/>
Lubuk Simpon	<input type="checkbox"/>
Tenor Fish Sanctuary	<input type="checkbox"/>
Kumbang Hides Tower	<input type="checkbox"/>
Tahan Hides Tower	<input type="checkbox"/>
Telinga Cave	<input type="checkbox"/>
Kepayang Cave	<input type="checkbox"/>
Daun Menari Cave	<input type="checkbox"/>
Luas Cave	<input type="checkbox"/>
Terenggan trails	<input type="checkbox"/>
Keniam trails	<input type="checkbox"/>
Tenor Trails	<input type="checkbox"/>
Water fall	<input type="checkbox"/>
Tahan Mount	<input type="checkbox"/>



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